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IN THE CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A method for providing customer-centric collaborative decision making in a business-to-business framework, comprising the steps of:
 - (a) defining a minimum set of attributes;
 - (b) receiving first information regarding each of the minimum set of attributes from a receiving business;
 - (c) receiving second information regarding proposed products or services in terms of the minimum set of attributes, wherein the second information is received from a supplying business;
 - (d) executing a decision process based on the first information and the second information, where the decision process determines as to which products or services is suitable for the receiving business;
 - (e) wherein the steps are carried out using a system capable of:
 - (i) executing an application capable of performing decision logic;
 - (ii) retrieving information from a database in accordance with the decision logic;
 - (iii) receiving information from a user in accordance with the decision logic utilizing a user interface;
 - (iv) processing the information utilizing the decision logic; and
 - (v) wherein (i)-(iv) are carried out by a collaborative decision platform capable of accomplishing (ii)-(iv) for different purposes by executing different applications each capable of performing different decision logic;
 - (f) wherein an application interface provides an interface between the application and the collaborative decision platform, where (ii)-(iv) are carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules to different business sectors;

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(g) wherein the collaborative decision platform communicates with the application through a standard interface protocol.

2. (Original) The method as recited in claim 1, wherein the attributes include price, sales, variable costs, fixed cost, and investment.
3. (Original) The method as recited in claim 2, wherein the attributes further include market share, market size, labor cost, material cost, administrative cost, annual expenses, working capital, planning and equipment.
4. (Original) The method as recited in claim 1, wherein the first information and second information are received utilizing a network.
5. (Original) The method as recited in claim 1, wherein the network is the Internet.
6. (Cancelled)
7. (Currently Amended) A computer program product for providing customer-centric collaborative decision making in a business-to-business framework, comprising:
 - (a) computer code for defining a minimum set of attributes;
 - (b) computer code for receiving first information regarding each of the minimum set of attributes from a receiving business;
 - (c) computer code for receiving second information regarding proposed products or services in terms of the minimum set of attributes, wherein the second information is received from a supplying business;
 - (d) computer code for executing a decision process based on the first information and the second information, where the decision process determines as to which products or services is suitable for the receiving business;
 - (e) wherein the computer code is executed using a system capable of:
 - (i) executing an application capable of performing decision logic;

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- (ii) retrieving information from a database in accordance with the decision logic;
 - (iii) receiving information from a user in accordance with the decision logic utilizing a user interface;
 - (iv) processing the information utilizing the decision logic; and
 - (v) wherein (i)-(iv) are carried out by a collaborative decision platform capable of accomplishing (ii)-(iv) for different purposes by executing different applications each capable of performing different decision logic;
 - (f) wherein an application interface provides an interface between the application and the collaborative decision platform, where (ii)-(iv) are carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules to different business sectors;
 - (g) wherein the collaborative decision platform communicates with the application through a standard interface protocol.
8. (Original) The computer program product as recited in claim 7, wherein the attributes include price, sales, variable costs, fixed cost, and investment.
9. (Original) The computer program product as recited in claim 8, wherein the attributes further include market share, market size, labor cost, material cost, administrative cost, annual expenses, working capital, planning and equipment.
10. (Original) The computer program product as recited in claim 7, wherein the first information and second information are received utilizing a network.
11. (Original) The computer program product as recited in claim 7, wherein the network is the Internet.
12. (Cancelled)

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13. (Currently Amended) A system for providing customer-centric collaborative decision making in a business-to-business framework, comprising:
- (a) logic for defining a minimum set of attributes;
 - (b) logic for receiving first information regarding each of the minimum set of attributes from a receiving business;
 - (c) logic for receiving second information regarding proposed products or services in terms of the minimum set of attributes, wherein the second information is received from a supplying business;
 - (d) logic for executing a decision process based on the first information and the second information, where the decision process determines as to which products or services is suitable for the receiving business;
 - (e) wherein the system is further capable of:
 - (i) executing an application capable of performing decision logic;
 - (ii) retrieving information from a database in accordance with the decision logic;
 - (iii) receiving information from a user in accordance with the decision logic utilizing a user interface;
 - (iv) processing the information utilizing the decision logic; and
 - (v) wherein (i)-(iv) are carried out by a collaborative decision platform capable of accomplishing (ii)-(iv) for different purposes by executing different applications each capable of performing different decision logic;
 - (f) wherein an application interface provides an interface between the application and the collaborative decision platform, where (ii)-(iv) are carried out using universal modules capable of interfacing with different applications adapted for applying the universal modules to different business sectors;
 - (g) wherein the collaborative decision platform communicates with the application through a standard interface protocol.
14. (Original) The system as recited in claim 13, wherein the attributes include price, sales, variable costs, fixed cost, and investment.

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15. (Original) The system as recited in claim 14, wherein the attributes further include market share, market size, labor cost, material cost, administrative cost, annual expenses, working capital, planning and equipment.
16. (Original) The system as recited in claim 13, wherein the first information and second information are received utilizing a network.
17. (Original) The system as recited in claim 13, wherein the network is the Internet.
18. (New) The method as recited in claim 1, wherein the business sectors include real estate, medicine, corporate, and financial.
19. (New) The method as recited in claim 1, wherein:
 - data is collected including (i) policies that form boundary conditions associated with the decision logic, (ii) strategic decisions to be made, (iii) values that are important to the user, (iv) uncertainties that impact the values, and a relationship between (i)-(iv);
 - a strategy table is created using the data, where each column heading in the strategy table includes a strategic decision from a decision hierarchy with alternatives for a decision arranged therebeneath;
 - the uncertainties are assessed for analysis purposes;
 - a tornado diagram and decision sensitivity output displays are generated, where the tornado diagram identifies sources of significant risk in each of a plurality of alternative strategies and the decision sensitivity output displays identify sources of significant value in each of the alternative strategies; and
 - the data is collected from decision logic for generating visual displays of a decision hierarchy and an influence diagram, where the user is prompted to approve the visual displays of the decision hierarchy and the influence diagram.